

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-08 INR-07 LAB-04 NSAE-00
PA-01 SIL-01 USIA-06 PRS-01 /041 W
-----065803 281542Z /46
R 281433Z SEP 77
FM AMEMBASSY BERLIN
TO SECSTATE WASHDC 5744
INFO USDOC WASHDC
AMEMBASSY BONN

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USDOC FOR BEWT

E.O. 11652: N/A
TAGS: BEXP, EEWT, GE
SUBJECT: 1977 FALL LEIPZIG FAIR: WRAP-UP

1. 1977 FALL FAIR IN LEIPZIG SEPTEMBER 4-11
WAS A SUBDUED AFFAIR. DESPITE EFFORTS BY ITS
ORGANIZERS TO MAKE IT AS LARGE AND IMPORTANT AS
THE SPRING FAIR, THE FALL FAIR IS SMALLER. COMPETITION
THIS YEAR FROM CHEMISTRY '77 IN MOSCOW FORCED SOME
MAJOR EXHIBITORS AS WELL AS TRADE VISITORS TO
DIVIDE THEIR ATTENTION BETWEEN THE TWO SHOWS.
NOR WAS THE PACE OF COMMERCE VERY BRISK. BROADLY
SPEAKING, FOREIGN SELLERS FOUND THEIR GDR CUSTOMERS
CONSTRAINED BY A SHORTAGE OF HARD CURRENCY AND
ANXIOUS TO TALK COUNTERTRADE, WHILE BUYERS FOUND
GDR EXPORTERS HARD PUT TO COMMIT OUTPUT FOR
DELIVERY IN THE NEAR TERM. NO MAJOR CONTRACTS WERE
SIGNED WITH WESTERN BUSINESS FIRMS AT THE FAIR; BUT
THIS WAS MORE A REFLECTION OF THE UNCOMPLETED STATUS
OF A NUMBER OF NEGOTIATIONS CURRENTLY IN PROGRESS
RATHER THAN AN ABSENCE OF ENGAGEMENT WITH WESTERN
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FIRMS.

2. THE U.S. WAS REPRESENTED AT THE FAIR BY A
DEPT. OF COMMERCE BUSINESS DEVELOPMENT OFFICE IN
THE FIELD OF EQUIPMENT AND TECHNOLOGY FOR THE
CHEMICAL INDUSTRY, AND BY A NUMBER OF U.S.-BASED
CHEMICAL MULTINATIONALS, INCLUDING UNION CARBIDE,

DOW, AMERICAN CYANIMID, DUPONT, AND MONSANTO. THE PHARMACEUTICAL AND MEDICAL TECHNOLOGY BRANCHES SAW PARTICIPATION BY EIGHT U.S. FIRMS; AND ADDRESSOGRAPH-MULTIGRAPH AND A.B. DICK MADE THEIR TRADITIONAL EFFORT, RESPECTIVELY, IN THE REPRODUCTION AND ADDRESSING FIELD.

3. AS REPORTED ELSEWHERE, DOW CHEMICAL COMPANY PRESIDENT AND CHIEF EXECUTIVE OFFICER MERSZEI WAS ON HAND WITH THE AMBASSADOR FOR HONECKER'S VISIT TO THE DOW STAND ON OPENING DAY. A LARGE CONTRACT FOR THE CONTINUED SUPPLY OF BUTADIENE TO THE GDR UNTIL 1982 COULD NOT BE COMPLETED FOR SIGNATURE DURING MERSZEI'S STAY BUT THE GDR BELIEVES IT WILL BE CONCLUDED BY THE END OF SEPTEMBER. IN PUBLIC STATEMENTS AND PRIVATE TALKS, MERSZEI DISCUSSED DOW'S INTEREST IN THE POSSIBLE ACQUISITION OF TECHNOLOGY FROM THE GDR APPLICABLE TO EXPLOITATION OF RESERVES OF LIGNITE COAL WHICH DOW OWNS IN TEXAS. BESIDES CHEMIE-EXPORT IMPORT, THE GDR CHEMICAL TRADING FIRM, MERSZEI ALSO MET WITH REPRESENTATIVES SCIENCE AND TECHNOLOGY.

4. SENIOR OFFICIALS AT UNION CARBIDE CAME TO LEIPZIG LATER IN THE WEEK AFTER A STINT IN MOSCOW; AND WE HAVE BEEN TOLD THAT LIMITED OFFICIAL USE

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ROCKWELL INTERNATIONAL EXECUTIVES CAME FOR TALKS WITH THEIR "COOPERATION AGREEMENT" PARTNER, UNITECHNA. THE U.S. BUSINESS DEVELOPMENT OFFICE PROVIDED A CONVENIENT VENUE FOR EXTENSIVE CHATS WITH UOP INC. REPRESENTATIVES. IF TOYO ENGINEERING MITSUI GET THE SCHWEDT AROMATICS PROJECT CONTRACT, UOP WILL SUPPLY THE TECHNOLOGY. CORNING GLASS INTERNATIONAL AND BORG-WARNER CHEMICALS EUROPE, AT THE FAIR FOR THE FIRST TIME TO ASSESS THE MARKET FOR ITS LINE OF SPECIALITY CHEMICALS, ALSO BRIEFED THE BDO STAFF ON THEIR ACTIVITIES. MONSANTO WON A GOLD MEDAL FOR A COMPOUND THE COMPANY HAS DEVELOPED FOR THE RUBBER TECHNOLOGY FIELD, A PRE-VULCANIZATION INHIBITOR, PVI.

5. AS REPORTED PREVIOUSLY (BERLIN 7202) THE SENIOR FOREIGN VISITOR TRAFFIC WAS HEAVY, WITH THE FRENCH FOREIGN TRADE MINISTER THE HIGHEST RANKING WESTERNER AT THIS FALL'S FAIR. THE GDR THOUGHT HIGHLY ENOUGH OF AN ARTICLE WEST GERMAN ECONOMICS STATE SECRETARY ROHWEDDER WROTE AFTER HIS LEIPZIG VISIT TO PUBLISH IT IN NEUES DEUTSCHLAND ON

SEPTEMBER 17-18. IN THE ARTICLE, ROHWEDDER WAS CAUTIOUSLY UPBEAT, WRITING THAT INNER-GERMAN TRADE HAS DEVELOPED SATISFACTORILY, SHOWING BETTER PERFORMANCE THAN TRADE WITH THE REST OF THE EAST, AND THAT INNER-GERMAN TRADE RELATIONS CONTINUE TO NORMALIZE.

6. THE DEPARTMENT OF COMMERCE BUSINESS DEVELOPMENT OFFICE (BDO) RECEIVED A STEADY STREAM OF VISITORS DURING THE COURSE OF THE FAIR. IN ADDITION TO

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ESTABLISHING AN OFFICIAL U.S. PRESENCE AT THE FAIR, THE BDO SERVED WELL AS A CONFERENCE AREA FOR THE MEETING BETWEEN AMBASSADOR BOLEN AND STATE SECRETARY BEIL, AS WELL AS FOR NUMEROUS COMMERCIAL DISCUSSIONS. INDUSTRY EXPERT DON RICHARDS DISPLAYED BOTH DETAILED KNOWLEDGE AND ADEPTNESS IN HANDLING COMMERCIAL INQUIRIES. SEVERAL POTENTIALLY VALUABLE CONTACTS WITH THE GDR CHEMICAL INDUSTRY WERE MADE DURING DISCUSSIONS AT THE BDO; RICHARDS WILL FORWARD A COMPLETE LIST OF CONTACTS TO THE DEPARTMENT OF COMMERCE FOR ACTION. BOLEN

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